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JULIUS ROEHRS COMPANY

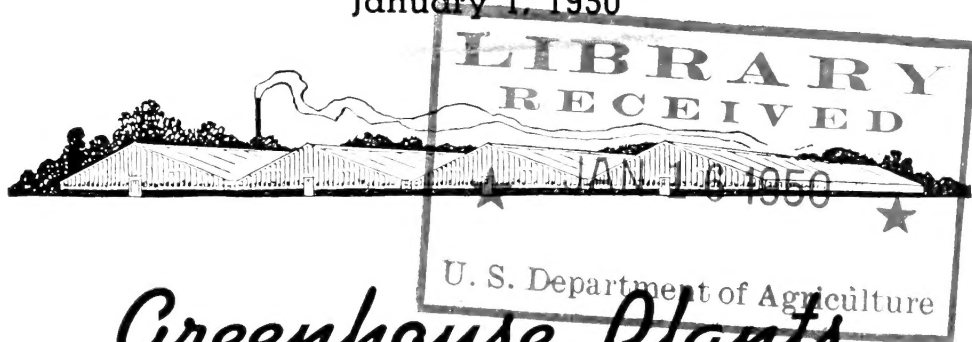
RUTHERFORD, NEW JERSEY, U. S. A.

N. Y.: LOngacre 5-4228

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WHOLESALE LIST "B" for GROWERS

January 1, 1950

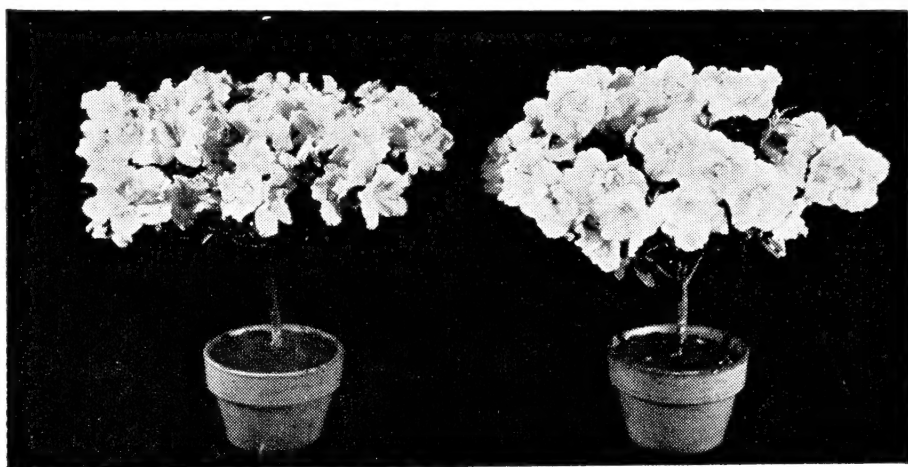


Greenhouse Plants

SPECIALTIES
FOR
GROWING ON or FORCING

(Below) New Dieffenbachia Roehrs Superba (see page 7)





Indica VanderCruyssen

Vervaeaneana

AZALEA INDICA grafted

Large flowered Belgian varieties

For forcing, **Fall Shipment**

Selected, well-shaped, 3 yr. field-grown plants.

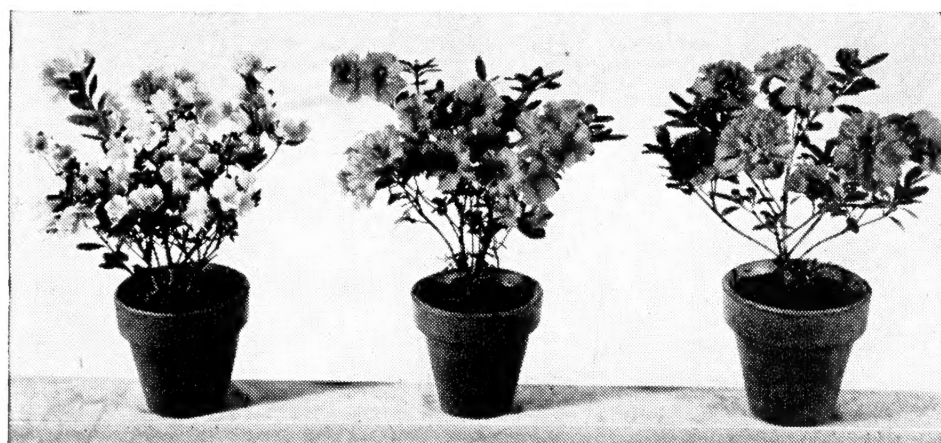
Varieties and sizes available:

	Diameter of Crown		
ALBERT & ELIZABETH , double white with pink border	8-10"	10-12"
BLUSHING BRIDE , double pale pink.....	8-10"	10-12"
ERI SCHAME , early salmon rose with blush	8-10"	10-12"
ERNEST THIERS , semi-double, bold crimson	8-10"	10-12"	12-14"
JEAN HEARENS , double large dark rose....	8-10"	10-12"	12-14"
MME. PETRICK , Christmas flowering rose....	8-9"	10-11"
MME. VANDERCRUYSEN , semi-double carmine rose, early flowering.....	8-10"	10-12"	12-14"
NIOBE , late double white.....	8-10"	10-12"	12-14"
PAUL SCHAME , early double salmon red....	8-10"	10-12"
SIMON MARDNER , early beautiful double rose	8-10"	10-12"	12-14"
TRIOMPHE , double red with purple sheen....	8-10"	10-12"	12-14"
VERVAENEANA , double large rosy salmon	8-10"	10-12"	12-14"
VERVAENEANA ALBA , large double, pure white	8-10"	10-12"	12-14"
VIOLACEA , deep purplish violet.....	8-10"	10-12"	12-14"
ASSORTED VARIETIES in.....	8-10"	10-12"	12-14" 14-16"

Prices (include packing):

	50 pl. up	500 pl. up	1000 pl. up
Each	Each	Each	Each
8-10" crown	1.80	1.75	1.65
10-12" crown	2.40	2.25	2.10
12-14" crown	2.90	2.75	2.60
14-16" crown	3.85	3.50	

For Winter shipment from December to February add 10% to prices for storage.



Coral Bells

Hexe

Triomphe

DWARF AZALEAS for FORCING

Heavy 2 year field grown Plants

FALL SHIPMENT

KURUME, Pericat and Small flowered Indicas:

	Diameter of Crown	
CHAS. ENCKE , salmon pink, bordered white, a very pleasing small flowered Indica.....	5-6"	6-8"
CORAL BELLS , dainty coral pink, semi-double.....	5-6"	6-8"
DAWN , light pink, hose-in-hose Pericat.....	5-6"	6-8"
GARDENIA SUPREME , creamy white, very double.....	5-6"	6-8"
HEXE , deep crimson, semi-double dwarf Indica.....	5-6"	6-8"
HINODEGIRI , carmine red, hardy	5-6"	6-8"
JERSEY BELLE , light rose, hose-in-hose type.....	5-6"	6-8"
MRS. FISCHER , semi-dble. fl. of salmon pink.....	5-6"	6-8"
ORANGE CORAL BELLS , soft coral red.....	5-6"	6-8"
PINK PEARL , apple blossom pink.....	5-6"	
RIVAL , double salmon rose.....	5-6"	6-8"
SALMON BEAUTY , salmon pink, hose-in-hose type.....	5-6"	6-8"
SNOW , pure white hose-in-hose type.....	5-6"	6-8"
SWEETHEART SUPREME , fine pink, resembles Sweet-heart Rose when opening.....	5-6"	6-8"
ASSORTED small flowered varieties.....	5-6"	6-8"

Prices (include packing):

	Each	50 pl. up	500 pl. up
5-6" crown65	.60	.55
6-8" crown80	.75	.70

INDICA Own-Root, large flowered Belgian Type:

MEMORIA SANDERS, early double red, average 6" in diameter.

PAUL SCHAME, early double, salmon red, average 6" in diameter.

VIOLACEA, deep purplish violet, average 6" in diameter.

ASSORTED large flowered Indica varieties average 6" in diameter.

Price, 6" average dia. of crown, 100 rate 75¢ each

Dwarf Azaleas for Winter shipment December to February; add 10% to prices for storage.

SMALL AZALEAS for GROWING ON

Evergreen varieties, suitable for pot plants.

2¼" size grown in flats, Spring Shipment.

AZALEA INDICA, large flowered Belgian types:

	Per C.	Per M.
ALBERT & ELIZABETH , double white with pink border, very attractive.....	16.00	150.00
ECLAIREUR , double deep crimson.....	16.00	150.00
JEAN HEARENS , large double fine rose.....	16.00	150.00
MME. PETRICK , Christmas flowering, carmine rose.....	16.00	150.00
MEMORIA SANDERS , early dark red.....	17.50	160.00
NIOBE , late double white.....	16.50	150.00
PAUL SCHAME , early flowering salmon red.....	16.00	150.00
SIMON MARDNER , early beautiful double rose.....	16.00	150.00
TRIOMPHE , double red.....	16.00	150.00
VANDERCRUYSSSEN , early flowering carmine rose.....	16.00	150.00
VERVAENEANA , double rose salmon with white....	16.00	150.00
VERVAENEANA ALBA , large double white.....	16.00	150.00
VIOLACEA , deep purplish violet.....	16.00	150.00

AZALEA DWARF TYPES, well branched heavy plants:

CHAS. ENCKE , salmon pink, bordered white.....	14.00	125.00
CORAL BELLS , soft coral pink.....	14.00	125.00
DAWN , pink, light center, (Pericat).....	14.00	125.00
HEXE , deep crimson, semi-double, good keeper, (properly a small flowered Indica).....	14.00	125.00
HEXE DE SAFFELARE , crimson, larger flowers.....	16.00	150.00
HINODEGIRI , carmine red, hardy.....	14.00	125.00
MRS. FISCHER , light carmine rose, late.....	14.00	125.00
ORANGE CORAL BELLS , soft coral red.....	14.00	125.00
PINK PEARL , apple blossom pink, hardy.....	14.00	125.00
PRIDE , carmine rose with salmon sheen.....	14.00	125.00
RIVAL , double salmon rose Pericat.....	14.00	125.00
SALMON BEAUTY , salmon pink, hose-in-hose type sturdy growth	14.00	125.00
SENSATION , deep pink, prolific bl.....	14.00	125.00
SNOW , pure white hose-in-hose type.....	14.00	125.00
SWEETHEART SUPREME , fine pink, resembles a Sweetheart Rose when opening, fast grower.....	14.00	125.00

Quantity Discount 5% on 10,000 Plants





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Begonias

Lorraine type, for Christmas blooming:

	Per C.	Per M.
LADY MAC (#1); covered with medium size fine rose pink flowers at Christmas; will do well in cooler or temperate house 2¼" (ready May on).....	27.00	250.00
MARJORIE GIBBS , (#2); large, rich rose flowers but prefers somewhat warmer house, 2¼".....	30.00	275.00
SAME VARIETIES , from summer top cuttings, Sept. shipment, 2¼".....	25.00	
BEGONIA Rex , Assorted varieties (May-Aug.) 2¼"	35.00	



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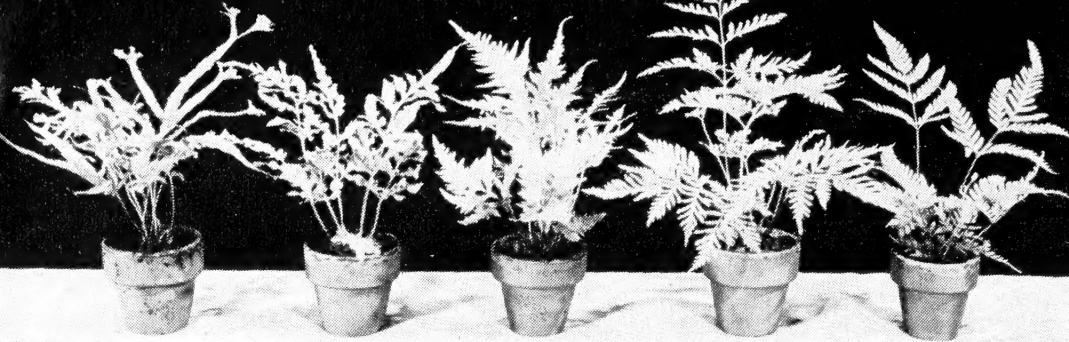
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Bouvardias

for shipment May to October)

	Per C.	Per M.
Humboldt Albatross , (#2), giant white and twice the size of Humboldt; vigorous grower; blooms early from May to late Fall, 2¼".....	20.00	185.00
Giant Pink (#1), trusses of rich salmon-pink flowers; bloom from Summer to New Year's, 2¼"	20.00	185.00
Christmas Red (#3), salmon scarlet trusses of flowers; in bloom from Summer to Christmas, 2¼"	20.00	185.00
White Joy , medium size flowers borne in trusses; bloom from Summer to New Year's and later, 2¼"	25.00	



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FERNS IN FLATS

Shipped as growing, 150-200 plants per flat
(May to August delivery)

Discounts: 10 flats 5%; 25 flats 10%;
50 flats 15%; 100 flats 20%

PTERIS Adiantoides (#7), shiny dark green leathery foliage similar to Holly Fern (good in Poinsettia pans). Per flat 5.00.

Argyraea (#6), broadleaved variegated, feathered foliage, robust grower. Per flat 5.00.

Cretica albo-lineata, medium, clean cut leathery leaf with broad cream white center stripe. Per flat 5.00.

Flabellata (#5), dainty, yet wiry, feathered foliage, very good keeper, of medium height (can be used for Poinsettia pans, or to grow in larger pots). Per flat 5.00.

Rivertoniana (#3), medium height, graceful lacy foliage (for small and medium Poinsettia pans). Per flat 5.00.

Tremula (#4), robust, fast grower, feathered foliage (best for medium and larger Poinsettia pans). Per flat 5.00.

Victoriae (#2), compact variegated form. Per flat 5.00.

Wilsonii (#1), compact habit, crested tips (for smaller Poinsettia pans). Per flat 5.00.

Wimsettii, compact healthy growth, narrow leaves, crested tips (for small to medium Poinsettia pans). Per flat 5.00.

FLATS of ASSORTED VARIETIES. Customer's Choice, per flat 5.00.

ADIANTUM Wrightii (#8), (Maiden Hair), fancy gloriosum type; per flat 7.50.

ASPIDIUM Tsussimense (#10), dwarf Terrarium fern, per flat 6.00.

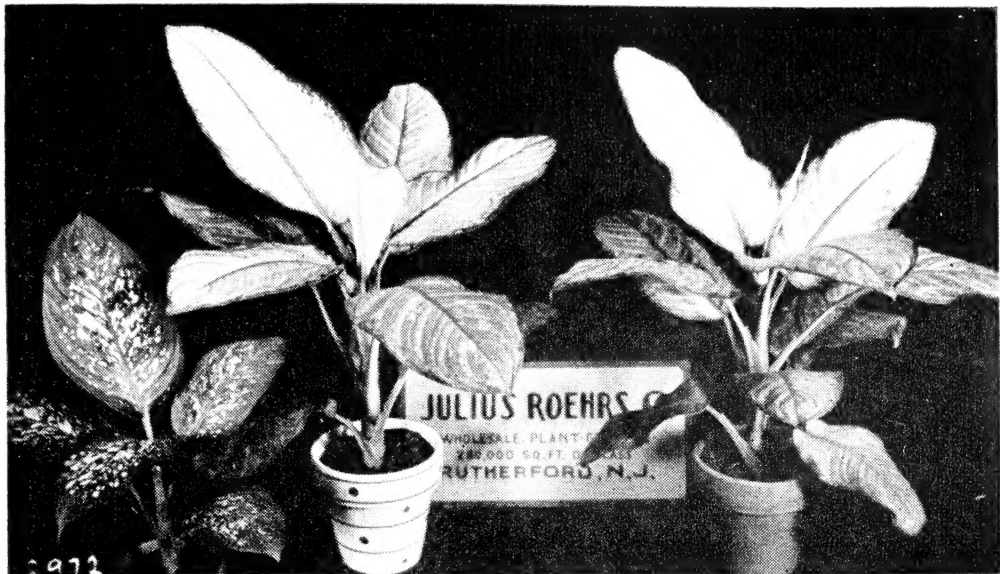
ASPLENIUM Nidus-avis (Bird's Nest Fern), per flat 10.00.

CYRTOMIUM Rochford compactum (#9), Holly Fern, per flat 6.00.

TABLE FERNS assorted, or in separate varieties, out of flats 4.00 per 100; 38.00 per 1000.

TABLE FERNS from 2" pots, July-September shipment against early bookings: 10.00 per 100; 85.00 per 1000.

Large quantities at special price.



DIEFFENBACHIA RUDOLPH ROEHRS (1937)

(awarded Gold Medal New York Florists Club)

pictured here as compared with its parent *D. picta*—is the showiest commercial Dieffenbachia on the market today. Its striking foliage, predominantly yellow cream with pale green and ivory markings, and edged with a green border, combined with its exceptional durability, have made it one of our most satisfactory Houseplants. 3" pots, 75¢ ea.

DIEFFENBACHIA ROEHRS SUPERBA (1946) (Novelty)

(pictured on cover)

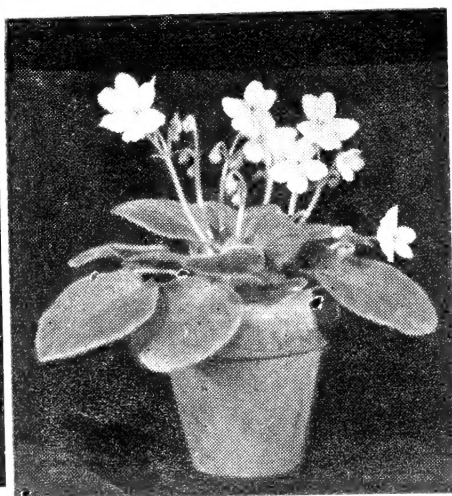
Promises to take the place of *D. picta*, its well-known parent:

Richer variegation

More leathery and durable

More compact and shapely

Offered subject to stock available, 3" pot 1.00 ea.



SAINTPAULIA BLUE BOY

(African Violet)

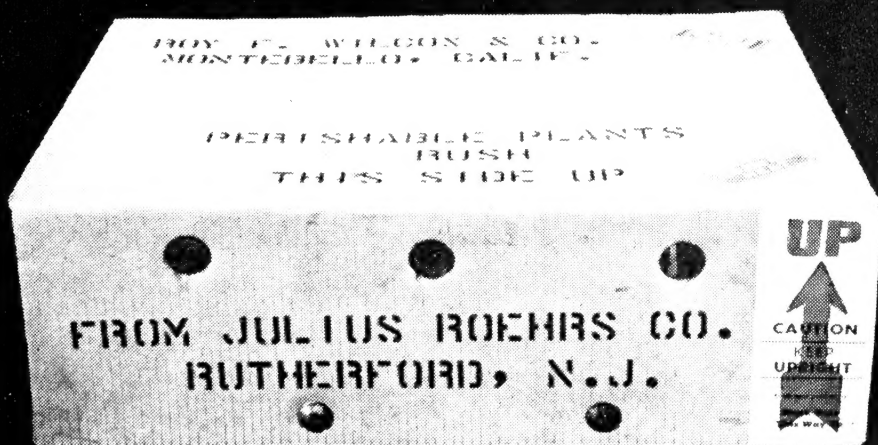
Summer and Fall del.

2" pots

25.00 per 100

200.00 per 1000

(Below, Fern Flat packed for shipment, weighing approx. 25 lbs.)





Shipping Department

TERMS AND SHIPMENTS

TERMS—30 days from invoice net for established accounts. C. O. D. Shipments will be made when order is accompanied by one-fourth of full amount of order in cash. All stock is offered subject to prior sale or crop failure.

PRICES—All prices are f.o.b., our nursery. Prices quoted are subject to change by market conditions and apply for deliveries during months specified. Special quotations on out-of-season shipments. 100 rates apply on quantities of 50 or more, 1000 rate apply on 250 plants or over of each variety, except where noted.

SHIPPING—Plants are shipped in Paper Pots wherever possible to reduce shipping weight, unless specifically requested in clay pots. We endeavor to pack carefully; if shipment arrives in bad condition, claim must be made with transportation company as our responsibility ceases upon delivery to them.

AIR SHIPMENTS—For speedier arrival of plants, we can make shipment by Air-Freight if requested or advisable to nearly all larger Metropolitan Centers—at rates slightly higher than Rail-Express.

TRUCK DELIVERIES—will be made to customers along our regular routes in New York State, New Jersey, Southern New England, Eastern Penna., and south to Washington, D. C.; Also special truck at cost to other points where sufficient orders accumulate.

INSPECTION CERTIFICATE—U.S.D.A. certificate for shipments out of beetle zone supplied. Where needed within beetle area, please advise.

MAILING LIST—We will gladly send you regularly the following Lists upon request:

WHOLESALE LIST "A": Seasonable Flowering and Foliage Plants for Florists, Metropolitan area.

WHOLESALE LIST "B": Plants for Growers.

LIST OF EXOTICS—Offering our famous collection of hard-to-get and unusual Greenhouse Plants for Conservatory and Home.

